



*And there is  
grief in every heart  
for we were  
all of his family*

CONTACTS  
MARCH 1952





## He Ruled In Our Hearts

**A United British People Bows its Head in Profound Sorrow Over  
the Passing of Our Beloved Sovereign**

### **KING GEORGE VI**

... a true friend of his people—"they were proud of him as a King, but they loved him as a man."

To his beloved Queen, to his daughters, his mother, and all members of the Royal Family, goes the heartfelt sympathy and understanding of all Canadians.

Much has to be written about the goodness, the high courage and supreme devotion of this kindly, Christian gentleman. Certainly no King ever ruled more thoroughly in the hearts of his people. None ever exemplified more greatly all that was kingly in virtue, all that was finest in family life. As Shakespeare wrote:

*"His life was gentle and the elements so mixed in him that  
Nature might stand up and say to all the world, 'this was a  
man.'"*

\* \* \* \*

Our thoughts go back to the Royal Tour of May, 1939, when His Majesty was the first reigning monarch to set foot on Canadian soil.

It was with a deep sense of loyalty and pride that we welcomed King George and Queen Elizabeth to the West. Their graciousness and charm quickly captured our hearts and our faith. They became to us King and Queen of Canada. Nor will we ever forget His Majesty's Christmas broadcast on that fateful day when Hong Kong fell:

*"I said to the man who stood at the gate of the year, 'Give me  
a light that I may tread safely into the unknown,' and he  
replied: 'Put your hand into the hand of God, which will be  
to you better than a light and safer than a known way.'"*

How truly did our great and good King put his hand into the hand of God, and "Death is swallowed up in victory!"

But no tribute is more memorable than that of Winston Churchill during his Prime Minister's speech at Ottawa in January of this year:

*"We have a truly beloved King," said Mr. Churchill. "In con-  
stitutional duty he is faultless. In physical and moral courage  
he is an example to all his peoples. We are proud to pay him  
our tribute. This is no formal salute to loyalty, but the  
expression of our deepest natural feeling."*



*"... Liege Lady Elizabeth the Second by the Grace of God, of Great Britain, Ireland, and the British Dominions beyond the Seas, Queen, Defender of the Faith, Supreme Liege Lady in and over Canada..."*

### GOD SAVE THE QUEEN

THE sonorous proclamation that went rolling across the Dominion has a very simple meaning for Canadians. It means that a young and lovely girl, whom the country met all too briefly, has to assume for the rest of her life the burdens and privileges of monarchy; that the gentler, quieter, happier role of wife and mother must be forever subordinated to that of a ruling sovereign.

That she has the integrity for her great task, none can doubt, and our hearts are with her in this her hour of sorrow and of triumph.

May the new Elizabethan Age be one of peace and unparalleled greatness.

**Long Reign Elizabeth II**

# Winnipeg's Growth a Challenge to Business

## Mr. Harold Steele Gives Assistants Inspiring Message

"Since 1941, Winnipeg has grown 17 per cent and this development presents a challenge to business and a strain upon its services."

The speaker, Mr. Harold A. Steele, supervisor of the Expense Office, was addressing the Assistants' Association at their monthly dinner meeting, held Thursday evening, January 24, in the Grill Room. President Elmer Freeman introduced Mr. Steele.

### New Assistants Welcomed

The following new assistants were welcomed: John Moir, Floormen; John Watt, Hardware; H. H. Matthews, M.O. Budget Plan; C. B. Peters, Printing; A. MacDonald, Receiving Room; and R. J. Hart, General Stock (Alexander Ave.).

In his opening remarks, Mr. Steele said it was a pleasure to see so many signatures stepping up to assistant rank and assistants promoted to heads of departments. "That's the way our organization works!" emphasized the speaker.

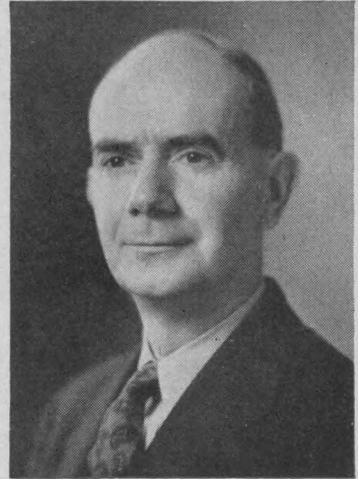
There had been tremendous changes since the war, declared Mr. Steele, and as a result assistants have a lot to learn. "During the war years," he added, "as long as you could get goods, you could sell them.

"Since the war, with restrictions lifted and merchandise available in increasing quantities, competition has become increasingly competitive. In addition, the prices of commodities have steadily risen, with a resultant increase in living costs. The Company has kept pace with the situation. This has placed a heavy burden on expense control.

"You can't ignore expenses," declared the speaker, who paid a tribute to department management for facing up to the problem of giving a high calibre of service to customers and keeping costs in line. "Companies such as ours must go ahead and expand or cease to exist," said Mr. Steele, and he urged assistants to also keep up the Company's tradition of good service.

### City's Growth Strains Services

The growth of our city in the last ten years had brought a strain on our telephone, parcelling, delivery and other services. In a small city, parcel and delivery services were about 5 to 10 per cent, but in a city the size of Winnipeg this rose to 30 per cent.



Mr. H. A. Steele

Discussing other phases of expense control, Mr. Steele spoke of the challenge to assistants. They must take over and give guidance. He urged them to think harder, work harder and endeavour to produce ideas.

*"Ours is a wonderful organization. Where can anyone go so far so quickly?"*

This business was born and developed as the result of hard thinking and the ideas of many people. . . . "See what ideas you can produce," challenged the speaker.

Operating costs were a particularly big factor to be reckoned with in the retail business, stressed Mr. Steele, who added: "The Company is relying on you to control unnecessary expense. If you give your best, work hard, produce ideas, our Company will continue to grow and nothing can stop it."

In concluding his address, Mr. Steele complimented the Assistants' Association on its wonderful record. "Given a task to do, I know you will do it thoroughly, thereby creating an example to others."

### CONTACTS' FRONT COVER

The beauty and simple dignity of our Store's memorial window was a fitting tribute to a beloved Sovereign. Drawn curtains on the windows flanking the memorial also added to its impressiveness. So widespread has been the admiring comments that Contacts decided to use the memorial as a front cover motif.



## Mr. Albert Stevens Appointed Regina Store Manager

The appointment is announced of Mr. Albert Stevens, former Merchandise Manager, to the position of Store Manager at Regina. Mr. Stevens succeeds Mr. Harold Maltby, whose retirement is reported in this issue.

Able lieutenant to Mr. Maltby since January, 1939, Mr. Stevens steps up to higher responsibilities with a solid background in merchandising and management.

Born in Robin Hood's Nottinghamshire, he started with Eaton's, Winnipeg, as a parceller on May 26, 1914. Graduating into merchandise, he gained years of experience with the Men's Hat and Boys' Clothing Departments. From 1915 to 1919, he did his stint overseas with the 43rd Battalion.

In 1933, Mr. Stevens transferred to the Men's Clothing and associated departments in the Regina Store. His next step up was to the General Office in 1938; then in January, 1939, he was appointed assistant to Mr. Maltby.

Mr. Stevens is married and has a son, Charles, who is a chartered accountant in Calgary, and a daughter, Mrs. Nelson Weir, of Regina, Saskatchewan.

Quiet-mannered, kindly and unassuming, Mr. Stevens has a proven capacity for leadership. His friendly warmth and understanding inspire loyalty and promote confidence—qualities that get things done, and thoroughly.

Regina Store's new manager also takes a keen interest in the community life of the Saskatchewan capital. Besides church and welfare work, he has been active in the drama and choral groups. He is also a Shriner, and the work of the boys' division, Kiwanis, is close to his heart. Old friends in Winnipeg join in congratulating Mr. Stevens and wishing him every success in his new field of opportunity.



MR. ALBERT STEVENS



## Mr. Robert J. Hegan Steps Up

Succeeding Mr. Albert Stevens as Merchandise Manager at Regina is Mr. Robert J. Hegan, formerly of the Edmonton Store. Well known in the Saskatchewan city, Mr. Hegan commenced his career with Eaton's at Regina in August, 1934, as assistant in old 252 Department.

Then came World War II, in which he achieved a distinguished military record. Enlisting in July, 1940, he served until March, 1946, when he was discharged with the rank of lieutenant-colonel. For outstanding service to his country he was decorated with the O.B.E. and also mentioned in despatches. Returning to civil life, Mr. Hegan was appointed head of Department 253 in March, 1946. Then in January, 1949, he was transferred to Edmonton as head of Hardware, Toys and associated departments.

An all-round sportsman, Mr. Hegan was also a member of Regina's famous Rough Riders rugby team, and later on the executive of the Edmonton Eskimos. The city of Regina recently honoured Mr. Hegan by appointing him a Director of the Regina Exhibition Board, succeeding Mr. Maltby.

A genial, outstanding Eatonian with a capacity for friendship, Mr. Hegan's appointment to Regina will also be a widely popular one.

# BOOSTER BUILDERS!



Left to right: Joan Winmill, Audrey Wood (Hostess Shop) and Frank Patry (Cooked Meats).

**Three members of the Grill Room Products staff pictured here are recipients of bouquets:**

"On behalf of our study club and myself as hostess, we wish to take this opportunity to express our deep appreciation to Mr. Frank Patry, Cold Meat section, for the never-failing assistance that he has given us during the past 15 years. This has greatly helped to make our suppers a highlight. I should also like to say 'thanks' to the Hostess Shop for the good service they have given us at all times."

\* \* \*

**A new Canadian takes time out to commend the Mail Order for its courtesy and service:**

"I would like to take this opportunity to thank you for the courteous and efficient service I have received in this and other transactions made through your Mail Order since taking up residence in Canada six years ago. It is my first experience of such a service to the public and I was somewhat doubtful in the beginning, but I have come to know that through The T. Eaton Co. I will receive full value for my money, and often better than full value when merchandise I have ordered is out of stock."

\* \* \*

When the Santa Claus parade was due to go past the Children's Hospital, some of the children were bundled up in warm clothing provided by the Store so that they could be taken outside to see it. Here is a letter of thanks:

"The Board of Directors of our hospital thank you very much for the loan of sea cadet jerseys and coats so that the children would have warm clothing to see the Santa Claus parade. We are very grateful for your interest in their happiness."

\* \* \*

**Miss Stella Stephenson, of the Fruits, receives a bouquet for looking after baskets for sick members of a large lodge:**

"Over the years we have found the courteous and kindly service rendered by your Miss Stephenson to be highly commendable. Upon former occasions we have been moved to congratulate you upon having one so truly worthy on your staff, and we readily do it again, in the hope that we shall continue to receive the invaluable assistance of Miss Stephenson in the years that lie ahead. Thanking you again."

\* \* \*

**The Kenora Office staff comes in for a pat on the back:**

"May we thank you for your past courtesies and also for the fact that the majority of articles selected by you and your Shopping Service staff have been satisfactory. I would like the Winnipeg Office to know that we also appreciate the courteous staff at your Kenora Office, particularly Miss Stavely and Miss Benson."

**The Shopping Service goes "Diplomatic":**

From Warsaw, Poland, 'way behind the iron curtain, came a letter to the Shopping Service enclosing a long list of Christmas shopping requests from one of the members on the staff of the Canadian Legation. The order was taken care of and the thank-you letter that follows, like the letter requesting the order, was written on legation stationery and the envelope marked: "By Diplomatic Bag."

"I wish to acknowledge your kind letters and to express to you and your shoppers my sincere appreciation of your services. I am extremely well satisfied with the manner in which you handled my Christmas shopping, which only confirms my oft-stated opinion that one can travel a long way without finding a store to compare with 'Eaton's—Winnipeg.'"

\* \* \*

**Peggy Lamont, Shopping Service, is also in line for a bouquet:**

"I ordered a sweater from The Shopper for my husband. It seemed such a coincidence that she should send me one made in Hawick, Scotland, the town in which my husband was raised. Needless to say, he was delighted with it. I do hope you can hand this letter on to the shopper, as I would like her to know that this was one order that was one hundred per cent satisfactory."

\* \* \*

**Margaret Mitchell, Shopping Service, is thanked for looking after a Kinistino customer's Christmas shopping:**

"This is just a note to thank you sincerely for the kind, intelligent and thoughtful service you have given us these past two or three weeks. Your handling of the skates problem was deeply appreciated, as was also the handling of several other items we sent for your attention during the Christmas rush."

\* \* \*

**A bouquet for the Eaton staff as a whole comes from a Creelman, Sask., customer:**

"Your excellent service in filling my large Christmas order in record time, also telegram re same, certainly is all that anyone could possibly expect. I cannot let it pass without a word of appreciation and sincere thanks to all concerned. May I say that whenever and wherever I shop in Eaton's I find courtesy, sincerity, consideration and general service not to be excelled in any place of business I have been in. Your honesty, quality, prices and money-back guarantee are of great value in helping to stabilize these qualities in other business firms. Patrons of Eaton's have nothing to fear."



Maintenance Chief Retires**MR. DAN GALBRAITH  
Lauded by Staff and Management**

It is a matter of pride that Eaton's, Winnipeg, is regarded by the widely travelled as one of the cleanest, most spic and span stores on the continent. The man who for years has been largely responsible is Mr. Dan Galbraith, former head of our Caretaking and associated departments. On January 19, Mr. Galbraith retired after 32 years with the Company, and is now holidaying in Ireland.

Ere they left, friend Dan and his good wife were given a farewell ovation that will linger on as one of the happiest memories of their lives. On this occasion over 200 staff members and many admiring friends gathered in the Ninth Floor Lounge to honour them. Mr. Tom Giles presided. He called on Mr. W. B. Pickard and Mr. W. L. Palk, who spoke of Dan Galbraith's highly capable direction of his various departments.

"Mr. Galbraith has a quiet, efficient way of getting things done—and done well," declared Mr. Pickard. "He has trained his lieutenants to carry on and inspired them by his leadership." Our superintendent also spoke of Dan Galbraith's kindness to his staff . . . his constant consideration of their welfare. Nor did he forget a gallant tribute to Mrs. Galbraith, who acknowledged it with a charming smile.

Mr. Palk, "he never got excited—he knew his staff would do the job and he saw it through."

**Gifts of Remembrance**

The respect and affection held for Mr. Galbraith was evidenced in the parting gifts that were presented by Mr. Pickard. These were a handsome writing desk and desk set, an accompanying lamp and a travel case such as any movie magnate would covet. Mrs. Galbraith was also honoured with a bouquet of red roses presented by Helen Phillips.

Deeply moved, Dan thanked the speakers and his staff. He was then kept busy shaking the hands of his men, and many a "God bless you" was whispered in his ear. A fitting salute to a fine Eatonian!

Mr. Pickard then read a letter from Mr. McCordick, who was out of town. The letter commented on Mr. Galbraith's record of service as one of which to be proud. There was also a warm tribute to Dan Galbraith's ability to direct and develop his staff. Our general manager added his personal wish that Mr. and Mrs. Galbraith would have a very happy holiday in Ireland.

**A "Low Key" Man**

Mr. W. L. Palk traced the Irish-born Dan Galbraith's career with the Company to the point where he had risen to head a large group of departments. "In leaving," said Mr. Palk, "Dan has passed on an example of how to get along with people—how to train them. Dan was a 'low key' man," said



Mr. Galbraith (right) is thanked by Superintendent W. B. Pickard for his splendid record with the Company.

Circle—Mrs. Galbraith receives a bouquet of red roses presented by Helen Phillips.

**LANE HANTSCHARUK HEADS E.E.C.F.**

The Eaton Employees' Charitable Fund announces the election of Miss Lane Hantscharuk as president for the 1952 season. First woman president of the Charitable Fund, Miss Hantscharuk is well equipped to direct its affairs. She served on the committee for two years, and is keenly interested in its program of helping the cause of the needy.

A member of the M.O. Lingerie, Lane is looking forward to celebrating her quarter century in June. She is also an enthusiastic sportswoman, active in bowling and curling, and is vice-president of the Women's Golf Club.

In her spare time (if any) this energetic and highly popular Eatonian turns to needlecraft and leathercraft. To use a familiar phrase: "If you want anything done, give it to a busy gal." We're all behind you, Lane, 100 per cent!





## "HERE'S A HAND... MY TRUSTY FRIEND!"

*May Good Health and  
Happiness Attend You!*

Throughout the years the skill, experience, cheerfulness and dependability of retiring Eatonians, reported in these pages, have been invaluable to the Company. More than that, these employees have been a shining example to the younger generation who follow in their path.

May they be blessed with good health and happiness in their well-earned years of leisure!

(See Write-up on Facing Page)

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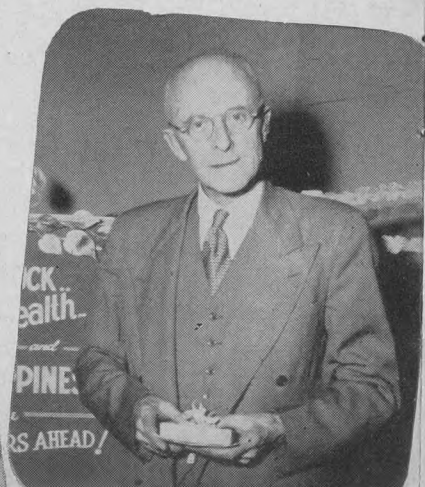
### Description of Pictures

Top Row—Left: George Day, with head of department Jack Morrison. Centre: John Stevenson. Right: Alfred A. Wells.

Second Row—Left: Andrew B. Joss. Right: John Scott.

Third Row—Left: William Sandbrook. Right: Mrs. Evelyn Vivian.

Lower Row—Left: James Porter. Centre: Walter Kenchington. Right: Fred Hobson.





## *“Here’s a Hand, My Trusty Friend!”*

GEORGE H. DAY (Paint Shop) retired on January 19 after 12½ years’ service.

JOHN STEVENSON (M.O. Linens) was presented with a tool kit and tools by Mr. T. H. Hancock, head of department, to mark his retirement on January 19 after 35½ years with the Company.

ALFRED A. WELLS (M.O. Gloves and Hosiery) received an occasional chair as a gift from the staff to mark his retirement, January 19, after 35½ years’ service. Mr. S. Fleming, head of department, made the presentation.

ANDREW B. JOSS (Printing Plant), who has spent nearly 33 years with the Company, retired January 18. Mr. J. Hughes, supervisor, presented him with table lamps as a gift from the staff.

JOHN SCOTT (Jewellery Repairs) was the guest of honour at a stag held by the men on the staff at the home of Mr. Wiseman, where John received a travelling case. The next morning, January 19, the date of his retirement, Mr. Alex Cranston, supervisor, presented him with a Gladstone pak-a-way. John has been with Eaton’s for 33½ years.

WILLIAM SANDBROOK. A member of the Lunch Room staff for over 31 years, William (Bill) Sandbrook was honoured by the staff on Saturday, January 19, when he retired from active business. As a memento from his fellow workers, Bill was presented with a mantel clock and a lovely

JOHN R. TORBET. Before a large gathering of drivers and fellow Eatonians, the presentation of a handsome easy chair and matching ottoman was made to Mr. John R. Torbet on Wednesday morning, January 16. The occasion was Jack’s retirement after nearly 40 years with the Company.

Called upon by Supervisor Arnason to make the presentation on behalf of the staff, Mr. W. B. Pickard said that Jack Torbet’s record was beyond reproach. Jack had earned a fine reputation for good service as a driver, and his later years in the office had been valuable ones. He was a good family man and an ardent worker in fraternal circles.

In the evening a group of old friends gathered at the St. Regis to honour Jack Torbet with a dinner party. Also present were his two strapping sons. On behalf of the gathering, Mr. Arnason presented Jack with a set of pipes (smoking ones, that is, since Jack is an Englishman).

Responding, Mr. Torbet urged younger Eatonians to “give the Company the best that is in you.”

An eloquent tribute to Jack as a loyal member of the “old guard” was made by Mr. Jim McClure. Other speakers also lauded Jack as a friend and an Eatonian.

vase. Mr. John Laing, supervisor, in making the presentation, thanked Bill for his loyal and capable service.

Responding, Bill expressed his gratitude to the department for the kindness shown him during the illnesses of his wife and himself. He had always taken a special interest in the younger members of the staff and had tried to help them develop into loyal and useful Eatonians. The years had been interesting and it had been a pleasure to serve the Company. Something of a philosopher, Bill is looking forward to the enrichment of good books and discussion groups in the leisure years ahead.

MRS. EVELYN VIVIAN (Linens) received train cases from Mr. T. Burns, supervisor, as a gift from the staff. Mrs. Vivian retired January 23 with 22½ years’ service.

JAMES PORTER (Paint Shop) retired January 19 after nearly 30 years’ service.

WALTER KENCHINGTON (M.O. Packing) retired January 19 after nearly 36 years’ service. The departmental gift was a humidifier, which was sent to his home. On the evening of January 18, his fellow workers in the bulk packing honoured him at a surprise party at the home of his daughter, where Leonard Pattimore presented Walter with a Westminster chime clock from the guests.

FRED HOBSON (Carpets) was guest of honour at a stag party the evening before his retirement on January 19. Mr. W. Patterson, head of department, presented him with a Ronson lighter in a case as a gift from the staff. Fred has been with the Company for nearly 24 years.

Mr. Pickard thanks Jack Torbet for his long and devoted service.





Top Left—"Just what I've wanted most," said Mr. Maltby on receiving a parting gift of binoculars, presented by Mr. W. B. Pickard.

Top Centre—Mr. A. R. Tucker reads a message from Mr. McCordick.

Lower Right—Mr. Maltby and Mr. Pickard exchange witticisms. At left, Mr. G. M. Eaton.



## Mr. Harold Maltby Honoured

**Retiring Manager of Regina Store Tendered Complimentary  
Dinner at Winnipeg**

Distinguished Eatonian and a leading citizen of Saskatchewan, Mr. Harold (Harry) Maltby, former manager of Eaton's, Regina, was tendered a complimentary dinner by the Executives and business associates of the Winnipeg Store on Wednesday evening, January 23, at the Fort Garry Hotel.

The occasion marked Mr. Maltby's retirement after an outstanding career of over 41 years with the Company. Mr. W. B. Pickard presided. A prominent Eatonian who dropped in to pay his respects to Mr. Maltby was Mr. John McKee, director, Toronto. Mr. Gilbert Eaton, director, also attended the dinner. Mr. Pickard welcomed the following Eatonians who came from Saskatchewan to honour Regina's departing chief: Mr. Harry Keough, manager, Saskatoon store; Mr. E. M. Saville, manager, Moose Jaw store; Mr. R. S. McBride, head of Men's Clothing Department, Moose Jaw. Also present was Mr. N. R. Batting, formerly of Moose Jaw store and recently appointed to Winnipeg.

### Greetings to the Great White Chief . . .

The thanks of the Company were conveyed to Mr. Maltby by Mr. A. R. Tucker. The latter also read a message from Mr. R. S. McCordick, who was out of the city. Addressing Mr. Maltby as the "Great White Chief of the Queen City of the Plains," our general manager spoke of the former's splendid contribution to the Company, also his interest in the welfare of the city and province.

### He Carried On the Company's Traditions

In a review of Mr. Maltby's achievements, Mr. Tucker told of the respect and affection held by the people of Regina for the late Mr. John Webster, who pioneered the Company's business in that city. It was a tribute to Mr. Maltby, said the speaker, that he carried on the Eaton traditions established by his predecessor. "Today he is respected just as Mr. Webster was." Mr. Tucker spoke of Regina store in the early days when it was "just a warehouse across the tracks." Today, as a result of Mr. Maltby's efforts, that warehouse with its surrounding park and beautified grounds occupies a unique place in the city. "On behalf of the Executive," said Mr. Tucker, "I thank you for a job extremely well done."

### An Engineer Who Turned Merchandiser

Mr. Pickard dwelt on many highlights in the career of Harry Maltby—the engineer who had turned merchandiser with conspicuous success. He also referred to Mr. Maltby's contribution to city and provincial progress which had won him the respect of the citizens of Regina. Then, on behalf of the gathering, Mr. Maltby was presented with a pair of powerful binoculars.

### Mr. Maltby Replies

"Gentlemen, these are just what I've wanted most," said Mr. Maltby in expressing his thanks. Forceful speaker, wit and raconteur, he reminisced down the years. There was plenty of sage advice and many serious moments, especially when he paid tribute to the Company:

*"I have felt my position very seriously doing a job for a firm like Eaton's, which was founded by a man with honest principles. This Company has done things no other company has accomplished. It had a principle; it lived by it and it grew by it. Lead the parade, don't follow it!"* urged Harry Maltby, pioneer Eatonian and rugged individualist.

May the years ahead be as smooth and pleasant as the greens at Victoria, is our parting wish for Mr. and Mrs. Maltby!



## A SPRIG OF SHAMROCK

March, the month of the shamrock, climbs over the horizon and faith, 'tis with pleasure we salute the many Eatonians within these walls who hail from that Green Isle, home of the blarney, the banshees, the brogue and the bog. *Top o' the Mornin'!*

For those with fragrant memories of the old land, we cannot do better than quote the lovely lines of Thomas Moore:

*Let Fate do her worst, there are relics of  
joy,  
Bright dreams of the past she cannot  
destroy,  
Which come in the night-time of sorrow  
and care,  
And bring back the features that joy  
used to wear.*

*Long, long be my heart with such mem-  
ories fill'd,  
Like the vase in which roses have once  
been distill'd—  
You may break, you may shatter the vase  
if you will,  
But the scent of the roses will hang  
'round it still.*

### RECENT APPOINTMENTS

#### Winnipeg

Department W172—General Audit:

MR. T. EWART, head of department.

#### Saskatoon

Department S260—Radios, Pianos, Musical Instruments, Records, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers:

MR. L. OLNEY, head of department.

Department S1100—Snack Counter:

MRS. E. HUOT, head of department.

#### Edmonton

Department E201—Gloves, Hosiery, Umbrellas, Blouses, Handkerchiefs, Ribbons, Neckwear, Belts:

MR. W. D. KERN, assistant.

Department E253—Hardware, Housewares, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Farm Implements and Tires and Tubes;

Department E256—Stoves, Plumbing and Heating:

MR. H. H. WILSON, head of department.

#### Regina

MR. A. STEVENS, store manager.

MR. R. J. HEGAN, merchandise manager.

#### Brandon

Department B260—Radios, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers:

MR. R. N. MERRILL, head of department.



**Dollars  
Knocking  
At Your  
Door!**

Three Eatonians have come up with ideas worth cash this time. How about you? Can you think of some improvements that could be made in connection with Store service, selling or safety? If so, drop a line to the Employees' Suggestion Committee and post it in the box in the Time Office. You may be lucky like the three people below:

E. H. HONEY (M.O. Furniture) ..\$10.00

MRS. C. TURNER (Groceries)..... 5.00

B. B. GIBSON (Stock Audit)..... 5.00

### Mr. Harold Maltby, Retiring Regina Store Manager, Sends a Message of Thanks to His Friends in Winnipeg

To all my friends in Winnipeg I should like to say a very sincere thank-you for your very kind good wishes to myself and Mrs. Maltby as I leave the service of the greatest retail organization in the world.

May you all derive as much pleasure as I have in being one of the family of Eatonians.

(signed) HARRY MALTBY.



Driver Mitchell (right) is congratulated by his chief, Arni Arnason.

## DRIVER JIM MITCHELL Rolls Up 40th Milestone

A skilled, courteous, careful driver and a loyal Eatonian with a distinguished record in two world wars, James W. Mitchell, Freight Transport, was honoured by his fellow workers on January 30 when he completed 40 years with the Company. To mark the occasion, Jim's fellow drivers gave him a handsome torchere lamp, which was presented by Supervisor Arni Arnason.

A Londoner, Jim Mitchell's first job with Eaton's was on the Millinery (Mail Order) staff. Came World War I and Jim went overseas with the 8th Battalion. Gassed in the second battle of Ypres, he was also a prisoner of war for three years. After the war his health required him to work out of doors, so Jim transferred to the Delivery. On the outbreak of World War II, Jim Mitchell again enlisted, serving overseas. He rose to the rank of sergeant and was decorated for outstanding service to his country. That's Jim Mitchell, folks, and now we extend congratulations on his long and loyal service to Eaton's.

## Welcome to the EATON Quarter-Century Club



Orville Rowland Joyce



Samuel Emerson

### ORVILLE ROLAND JOYCE

"Jack of all trades" is Orville Joyce, of the Delivery Office, who joined the Quarter-Century Club on February 8. Mr. A. Arnason, supervisor, in presenting Orville with a mahogany coffee table as a gift from the staff, outlined his career briefly, then paid tribute to him as a conscientious worker over the 25 years.

Orville was born in Foxwarren, Manitoba, and for a good many years was a farmer, then he hauled coal and finally joined the Company as a steam-fitter's helper, and has been with one section or another of the Delivery Department ever since.

Married to the former Margaret Llewellyne of Dublin, Ireland, Orville celebrates his silver wedding anniversary this June. He is interested in curling, gardening and reading, and collects old coins.

### SAMUEL EMERSON

"A good man on displays, conscientious and reliable," is Sam Emerson, assistant, Fruit Department, who joined the Quarter-Century Club on February 8. The girls of the Basement Fruits presented Sam with a shirt and ties.

The evening before his anniversary a dinner was held at The Homestead, and Mr. A. Alexander, head of department, acting for the staff, presented Sam with a Gladstone bag and the congratulations of the gathering of 40 people. Sam is married and has three children.



# So You Have To Make a Speech!

Most every man occasionally has to make a speech before a civic group, a convention or a meeting. When that time comes, he wants to make the best possible speech in the best possible manner. . . . Here are a few pointers that have proved helpful.

1. *Say it your own way.* If you want to avoid sounding like a stuffed shirt, speak in the same style and language you use in your everyday life. It'll come natural; any other way will be forced. If you pick up some data or information somewhere, present it in your own words, not those of the source.

2. *Talk louder than normally.* You will be heard more clearly, and instinctively you will put more effort into what you say.

3. *Change the pitch of your voice.* One pitch gets horribly monotonous. Talk low occasionally, talk louder on another point and use your normal voice, but vary the pitch of your voice throughout your speech.

4. *Limit your points.* You will make a much more lasting and worthwhile impression if you limit your message to three or four well-emphasized points rather than attempting to "snow under" the audience with a deluge of facts and fancies.



5. *Leave things alone.* That means the necktie, the watch chain, the "specs" or anything else that attracts the attention of the audience away from what you are saying and to what your hands are doing.

6. *Look well.* A good appearance means a lot in getting the favourable attention of your listeners; so don't do as so many business and professional men have a habit of doing . . . make the speech in the same clothes you have squirmed around in all day.

7. *Watch for repetition.* Nothing ruins a good speech faster than constantly repeating a pet cliché or word. It's good, it will register the first time; if not, then it's best not even mentioned once.

8. *Stand still.* Stand in the same position as much as possible; don't put on a military drill in front of your audience. They are not interested in such antics, and it only detracts from what you are saying.

9. *Don't droop.* It pays to stand on your toes when you talk. Don't sag or relax. It also pays to remain alert throughout the whole order, no matter how tired you may be. Give the audience the impression that you are full of energy.

10. *Put on a good show.* Your speech should be the high point of the evening's program; do your best to see that it is. The speaker who begins his speech firmly convinced that he can give a lot better speech than the man who preceded him or the one who spoke last week is going to give a better speech.

11. *Work hard on the ending.* It doesn't pay to have a top-notch speech and an excellent delivery and then have the whole thing ruined by a bad ending. Say or do something the audience can enter into or feel a part of. Make them feel that they have really heard something which was worth the time they spent listening. A brief review of the points covered in the speech, makes a good ending.

12. *Never apologize.* For the weather, the speech, the length, the hour, your choice, or anything else. People don't want to listen to such things. If you call attention to some small thing, the imagination of your audience will seize upon it and magnify it. If there's anything wrong, it is better to cover up the whole business and forget it; maybe no one will notice the situation anyway.

13. *Time yourself carefully.* The most common mistake of the first-time speaker is to make his speech too long or too short. A good point can't effectively be put over in the average speaker's short speech (few of us can ever reach the heights of Lincoln's speech at Gettysburg), but dragging something out only buries it in dreariness. Timing is of the utmost importance in addressing an audience.

14. *Be careful of jokes.* A joke which has no point in your message doesn't belong there; if you must pull 'em, make sure they are well placed, well told and have some relation to your speech. Avoid dialect jokes, it takes an expert to put them over.

15. *Surprise your audience.* An unusual twist in the process of speech-making always wins an audience. One speaker we know stood on the platform leafing through some 100 typewritten pages of notes as he was being introduced. We all groaned inwardly at the prospect of a long and very dull speech ahead of us. Instead, the speaker remarked that he was sure no one was interested in what he had worked up for a speech, threw the whole batch of paper into a waste basket, and proceeded to give one of the best informal speeches we have ever heard. [We saw this device cleverly used by Mr. W. Anderson of Eaton's, Edmonton, recently during an after-dinner speech in Winnipeg.]

16. *Be sure of pronunciation.* All of us have a habit of mispronouncing a few words and are really never aware of what we are doing. However, in a speech these mispronunciations are conspicuous and can ruin audience receptiveness.

Follow these rules, and pick a subject you know, and you'll find yourself winning a reputation as an interesting speaker.

—By Ernest W. Fair. Adapted by courtesy of Seng Book, Chicago.

"Few speeches which have produced an electrical effect on an audience can bear the colourless photography of a printed record."—Earl of Rosebery



## BLUE BIRDS SKI CLUB



This season has got off to a rather late start due to the unusual weather conditions and lack of snow. This, however, has not softened the enthusiasm of Eaton skiers who have turned out in good numbers for the trips that we have been able to hold.

A fall of snow the night before brought a lot of Eatonians out to discover the destination of the "Mystery Trip." We promised that we would find the snow and nobody was disappointed with the day. Falcon Lake turned out to be the destination, and we were able to enjoy some grand cross country skiing through the glories of the Lake of the Woods scenery. For those who preferred it, there was skiing on the lake behind the Penguin Camp truck.

A party of Blue Bird skiers also went south of the border to North Dakota one week-end to find out what the much-talked of slopes of Walhalla were like. Although the ski conditions were not too good, the prospects are favourable. With some more snow it should prove to be the best ski resort within reach of Winnipeg.

Watch the notice board for further details about the Club wind-up and annual ski week-end, also for short notice trips.

—Dick Taylor

### Thank You, Mr. Beckett!

A letter comes from Mr. John R. Beckett, for many years with the Investigation Department and now a gentleman in retirement. "Contacts arrives regularly and I peruse it eagerly from cover to cover," says Mr. Beckett, who adds that he is now in his 85th year. Mr. Beckett asks to be remembered to his many old friends around the Store. Thank you for writing, John. May your health be as good as your writing!

### BETTER LOOK TO YOUR LAURELS, MEN!

Many of our gal golfers will be cutting down their strokes this season as a result of the Recreational Committee's plan to arrange golf lessons for women employees with Mr. Les Bevan. The plan was so enthusiastically received that all Mr. Bevan's available time has been filled.



### The Irresponsible (?) Employee

Surely the above heading is a misnomer! Is it possible that there can be one who classifies himself as irresponsible? As is well known, the smooth operation of machinery is dependent upon the proper functioning of each component part, each part being related to the other.

Business efficiency does not admit of any non-essential qualities, a matter that should be considered by everyone forming part of a large organization such as our own.

However minor or insignificant our duties may seem to be, they are absolutely necessary to the progress of the business to which it is our privilege to be linked.

Let us, therefore, have a true and right appreciation of the duties which devolve upon us and fulfil them, responsibly, that the end in view may be successfully achieved.—A. B. Joss (1745), retired.

### EATON MEN'S GOLF CLUB

The following is the complete slate of officers for the 1952 Season as confirmed at the club's annual meeting held in the Assembly Hall on February 20:

*President*.....J. Meyers (M.O. Merchandise)

*Vice-President*....J. E. Dolan (Boys' Clothing)

*Sec.-Treasurer*..D. S. Marshall (M.O. Notions)

*Store Representatives*—B. Evans (Basement Self-Serve), J. McClure (Basement Store), L. Waddell (Electricals), L. Croft (C.O.D.—Clerical), C. McFarland (Gloves and Hosiery).

*M.O. Representatives*—J. Reay (M.O. Drugs), W. Hogg (M.O. Linens), J. Graham (M.O. Women's Sportswear), D. Dewar (M.O. Jewellery), M. McKenzie (M.O. Lingerie).

*Printing Plant Representative*—C. Peters.

*Garage Building*—J. Fisher.

### Canada's Timber Wealth

"... Half the pages of the world's newspapers are printed on paper manufactured in Canada. This enormous output is possible because of Canada's splendid forest and water power resources and its wonderful network of rivers and lakes. ... It is estimated that a single Sunday edition of a popular American newspaper requires the cutting of 75 acres of Canadian spruce."

—From "The Book of Canadian Achievement."

Almost four-fifths of Canada's forests are owned by the Crown—or we, the people. If every Canadian hunting or camping in the woods would consider this, it would reduce the enormous waste caused by fire. Help to conserve Canada's productive forests!

### EATON RIDING CLUB

#### Attention Members!

With the footing getting better every day, we are thinking of getting the Club going for the 1952 season. Watch the Bulletin Board in the Time Office for further announcements.







Left—Johnny Young's winning rink: Johnny Young, Cliff Ayres, Danny Tomes and Al McFadzean.  
 Right—Ken Sutherland's rink, runners-up: Ken Sutherland, D. Gibson, J. Sutherland, Jack Gibson.  
 Inset shows Ken Sutherland (left) congratulating Johnny Young on winning McGee cup.

## Johnny Young Wins McGee Trophy

### 29th Year of Eaton's Annual Curling Feature

Despite the usual bonspiel thaw which slowed things down for the curlers, 106 rinks battled it out for the McGee trophy, symbol of the Store championship, in a gruelling ten days of curling.

Johnny Young (Customers' Decorating) finally beat out Ken Sutherland (M.O. Women's Shoes) to cop the cup.

Johnny started curling in 1937 with the St. John's Curling Club and when that was taken over by the Maple Leafs, joined the Eaton Men's Curling Club. Although this is his first McGee championship, he skipped the winning rink for St. John's and has won prizes in city bonspiels. He says he hopes to keep the same rink together so that he will be able to compete in the McGee again next year with them, and that great credit is due the personnel of his team, Cliff Ayres (lead), Danny Tomes (second) and Al McFadzean (third), for their victory.

The McGee Cup was endowed in 1924 by the late Colonel McGee, senior vice-president of the Company.

# Eaton's Mixed Five-Pin Bowling League

## PIN-BOY CHATTER

By Ewan McFadyen

With the second series now finished, the winners have received their congratulations; the losers, their condolences, and all are ready to make a better showing in the third and last series which is now under way. So far this year, it appears that the same names show up in this column fairly consistently, so get cracking, gals and guys—let's see some terrific games in this final series. Guy Cancilla's Fuzzies placed seventh in Western Canada's Novelty Booster Event; Jumbo Westman's Fixers also were in the money, as were Jim Cooper's Sharks. Congratulations!

*Division One*—Eric Guile's Nomads swept Ernie Wall's Skippers for three games and thus cinched first place and the series. Second place honours were divided between the Skippers, Bill Adams' Sparklers and Jack Collett's Jay Dees.

Mary Mathews' 734 (313) topped all the girls. Vera McCaw was on Mary's heels with 729, followed by Mildred Duncan, 677; Ann Anderson, 668; Peggy Johnson, 628; Gladys Morris, 601, and Grace Landry, 603.

Bill Stewart's booming 805 showed the men the way. Others with good games were Elmer Craven, 696; Sig Sigvaldason, 656; Walter Mills, 642; Jack Collett, 639; Jack Day, 618; Bill Robertson, 618, and Jack Merrett, 610.

*Division Two*—Clarence Saunders' Lafalots just about didn't have much to "laf" about. They tied their last game and had to bowl an extra game to come out on top. A loss would have given the series to Roy Lowe's Notsowise.

Fran Polonski was the high gal with 676 and Mrs. Hull, Mary McDonald and Del Pankhurst were next with 642, 640 and 629 respectively.

George Bennett again led the men with 712; Bill Maskell rolled a nice 693 and Gordon Quinn was in there with 672.

*Division Three*—Guy Cancilla's success in the Booster event must have encouraged him, for his Fuzzies also copped the series by edging out the Rovers and the Five Spots on total pins.

Eight girls reached the "600" group: Edith Quinn, 673; Mrs. Simpkin, 669; Ann Levine, 636; Ann Atkin, 615; Angela Treger, 606; Agnes Hughes, 605; Irene Daniels, 605, and Gertie Chat-ter, 603.

The Fuzzies' powerhouses of Guy Cancilla and Maurice King with 795 and 725 were the only ones to shoot over 700. Other fine games were rolled by Frank Taylor, 671; Stan Olson, 667, and Tommy Scott, 643.

*Division Four*—Frank Crosley's Zeros' 17 wins were enough to win the series for them. Percy Cook's Alley Byes, Jim Torbett's Peepers and Elliott Westman's Fixers were all bunched together in second place. Both Bob McQuarrie and Bill Stevenson topped the 700 mark; Bob with 724 and Bill with 707.

Other good games were rolled by Jacqueline Phillips, 674; Pat Fellowes, 635; Ann Vergmano, 630; Ken Aikman, 625; Frank Crosley, 621, and George Latimer, 617.

*Division Five*—Wallbees win first place and thus the division, by nosing out Money Bags. Joe Green was really on his last time out and shot 797 with a high single of 335.

High gals: Miss Burtnick, 650; T. Schumacher, 606; T. Alsaker, 556; A. Cummings, 539, and F. Spice, 538.

High men: S. Baillie, 705; J. Hunter, 689, and J. Stewart, 643.

*Division Six*—Stan Smith's Twenty-Niners won their division by ending one game up on the Selects. (Selects squeeze into the play-offs as the Twenty-Niners now have won both series.)

Percy Smith had a nice 280 game and Bill Mitchell with 692 and Jim Stewart with 643, topped the men.

Hilda Sim rolled a nice game of 245. Other top notchers were Shirley Sandison, 240; Pat Hibbart, 235; Jean Aylen, 228; Clair Fortin, 223, and Eileen Elvers, 220.

*Division Seven*—Al Tummons' Trotters ended up one game ahead of Bill Forman's Royals to take the series. Bette Davis beat the pins for 607 while Ruth Evans rolled 603 and Jean Kumhyr had a single of 277 and a high three of 594.

The men were led by Johnny Lemmen, 622; followed by Jimmy Sterling, 621; Jimmy Reid, 615, and Bill Southwood, 600 (300).

*Division Eight* — With a three-game lead, Graham's Maple Buds won the second series handily. Three teams were tied for second place: Fisher's Rockers, Wright's Walkrites, and Waggoner's Cel-lowraps. Shirley Haney had a nice 315 single and Ethel Hewitt's three games totalled 720.

Alex Stratton's single of 332 topped all comers, and Bill Thomas' trio of 867 proved too hard to beat.

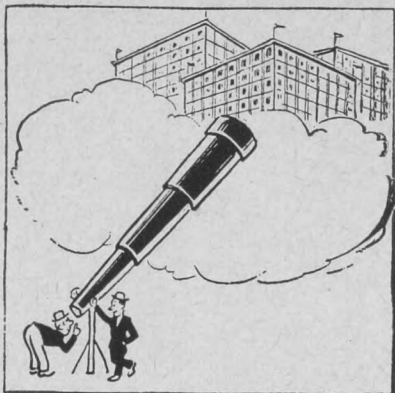
The Bowling Queen of this issue is Mary Mathews and the Bowling King is Bill Stewart.

## Congratulations, President "Robbie"!

Robert (Robbie) Robson, Investigation Department, was recently elected to president of the Duke of Kent Branch, Canadian Legion. The genial Robbie was also appointed chairman of the Winnipeg and District Council Joint Hospital committee. Robbie's untiring efforts in the cause of veterans' welfare over the years is well known. He holds a warm place in the hearts of hospitalized and indigent veterans of two world wars—helping them to realize that though "the tumult and the shouting dies" we still remember them!



## WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

*Luncheonette—By M. Blunt*

A very enjoyable evening was spent at the home of Mrs. Smith, January 25, in honour of Edna Constant who, with her husband, is leaving to make her home in Calgary, Alberta. Edna was presented with a corsage and gifts by Jennie Simm on behalf of the girls. Maisie Brown snapped some pictures, games were played and prizes awarded to the lucky ones. Tea was served with the usual chatter. Our very best wishes to you, Edna, from all in 1100M.

*Foodateria—By Ruth Morris*

We hope Olga Derback is feeling better after having her appendix removed. We wish her a speedy recovery.

Welcome back to Chloe Boucher who has returned after her operation.

The lucky girls on the staff who received diamonds recently are Doris Johannesson from Ronald McFadyen, Blanche Simmons from Ron King, Vanda Litwin from Eddie McDonald; Carol Munson from Don Goodman; and June Komar from Bill Hargreaves.

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### MAIN FLOOR

*Books and Stationery—By M. Lawton*

Mrs. Audrey Richardson (Fountain Pens) left January 19. At Store closing Mr. S. Florence, head of department, presented her with Evening Star flatware with our very best wishes.

In Victoria Hospital, minus appendix, George Boyd (Stockroom). Get well soon, Georgie.

Left to try something new: Mrs. Jean Haverstik (Magazines) and Miss Margaret Floyd (Books).

Deepest sympathy to Mary Ott (Fountain Pens) on the loss of her father.

*Jewellery*

Welcome back to Shirley Tipping and Marian Parker who are back on the job following injuries. We understand the Jewellery Department has decided to concentrate on "Twenty Questions" as it is not so hazardous to life and limb.

*Drugs—By C. O'Kelley*

We all join in extending sympathy to Mr. McKerchar on the loss of his father, who passed away recently.

We are sorry to have to say farewell to two of our office staff. Rose Gordon, who has been with us for a long time, has left to work for her brothers. Iris Norvall expects to leave Winnipeg shortly. We shall miss them both very much and hope they will not forget to visit us occasionally.

\* \* \*

### SECOND FLOOR

*Dress Goods and Patterns*

February 2 was the big day for Ina McGuire who celebrated her 30th anniversary with the Company (officially, February 3). On behalf of the staff, Mr. L. O. Vincent, supervisor, presented her with a pair of table lamps. Mr. Vincent expressed appreciation of her loyal service and pleasant manner which are well known to all Mac's co-workers. Our very best wishes for many years of good health and prosperity.

*Staples*

In honour of Mrs. Vivian who retired on January 23, and Mr. Arthur H. Richards who celebrated 30 years with the Company on January 23, a dinner was held at the new and beautiful Rancho Don Carlos where about 40 members of the Linen, Bedding and Staples staff turned out.

On the morning of her retirement, Mr. T. Burns, supervisor, presented Mrs. Vivian with a set of twin travelling cases, and Mr. Richards' anniversary was marked with the presentation of a Cogswell easy chair. Both expressed their thanks for the many kindnesses received over the years.

\* \* \*

### THIRD FLOOR

*D.A. Office Chatter—By E. Landsley*

A shower was held at the Blackstone, January 30, in honour of Connie Aikenhead who was married February 18, to Ashley Belanger. Before leaving Connie was presented with two place settings of silver as a wedding present from the office staff. Lots of happiness to you both, Connie and Ashley.

We are happy to see Millie Hohenstein back after being on the sick list for six weeks.

Our heartfelt sympathy is extended to Mr. R. Clark in the loss of his brother, and to Mrs. Maida Sudyko in the passing of her grandmother.

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### FOURTH FLOOR

*Lingerie—By J. W. Frisken*

A banquet and presentation was held by the department on January 24 in honour of the retirement of supervisor Neil Cook. Sixty-two members of the staff were present as were Mrs. Cook and Mr. A. Woodward from the Hamilton factory.

Mr. R. A. King, head of department, presented Mr. Cook with a torchere and ornate ash tray stands as gifts from the staff, and Miss Weir (formerly of 209 office) presented Mrs. Cook with a bouquet of roses. Later the gang gathered round the piano where a sing-song took place with Mrs. Hunter at the piano. Mrs. Turk then sang "Bless This House." The most successful song of the evening was "The Old Grey Horse" (sung to the tune of "Old Grey Mare") as requested by Mr. Cook.



### A BATCH OF BABES

Left—David Alexander McFetridge, son of Dave McFetridge (118), mother former May Alderdice of 117, is the name of this future curler.

Centre—The three happy looking children in this picture are the grandchildren of Mr. J. H. Merrett, head of department, 118. Reading from left to right, Gary, Linda, and Glen. Gary and Glen are twins and Linda is the big sister. The proud daddy is Ken Merrett, Department 46, and we do not know which is the prouder, daddy or granddaddy! The twins are six months and Linda is 3 years.

Right—Beverley Kathleen Johnson, five weeks old, is the daughter of Fred Johnson (Box Factory).

Inset—Michael Miller, youngest son of Tom Miller (Public Relations) and the former Helga Arnason of City Ad.

### Women's Coats and Suits—By Mary Bowen

In honour of Mrs. Nancy McNicholl, or Mrs. McClusky, as she is affectionately known to members of the staff, in and out of the department, a party was held at the home of Miss Eva Cummings. Included with the girls of the staff were Mrs. G. B. Scrivener and Mrs. R. Oliver.

A program of games and contests, supervised by Mrs. Helen Kane, made an evening of fun and laughter. Mrs. Nora Scott, acting for the girls of the department, presented Mrs. McNicholl who is leaving to take up domestic duties, with a humorous poetical skit composed by Mrs. Scott. Miss Barbara Ross presided over the tea cups.

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### SIXTH FLOOR

#### General Office

Our sincere sympathy is offered to Ruth Ritchie and to Genevieve Adams in the recent loss of their mothers.

#### Carpets—By G. McLean

In honour of Mr. F. Hobson, who retired January 19, and Mr. R. Spencer, who retired February 16, a stag party was held on January 18, in the Norwood Legion Hall.

On the day of his retirement, Mr. Hobson was presented with a Ronson cigarette case and lighter by Mr. W. Patterson, head of department.

On February 16, when Mr. Spencer retired, he was presented with a caddy cart by Mr. H. G. Jephson, supervisor, as a gift from the staff, and a bouquet of red roses was sent to Mrs. Spencer. We all hope that both these gentlemen, who have spent the greater part of their lives selling carpets, have many happy years of good health and contentment.

Mr. and Mrs. Spencer entertained the girls on the staff at their home. A very happy time was had by all and we thank Mr. and Mrs. Spencer for their kindness.

Eighteen

We are glad to see Mr. Smith of the Work-room, back on the job after losing his appendix.

Congratulations to Mr. and Mrs. R. Vokey on the arrival of their fifth son. He weighed in at 9 lbs. 1 oz.

Our sincere sympathy goes to Mr. Dowsett and Mr. Orloff on the loss of their mothers in January, and to Lorraine Ramsay, whose grandmother passed away.

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### SEVENTH FLOOR

#### City Budget Plan

Cupid scores again as we go to press to report the engagement of Shirley Siddon to Ron Alexander. Congratulations!

Marj Beard was presented with woollen blankets when she left the department to become the bride of George Hirtle. Bette Davis entertained at a shower and presented Marj with a mirror. May you have many years of future happiness.

Another trio of gals have forsaken the ranks of budget life for ones of domesticity: Ellen Leclair, Dorothy Hagen and Margaret Stevenson all received parting gifts.

Our glamour boy of the collection section, Virgil Holmes, left February 3 and was presented with a Shaeffer pen. Best of luck, Virgil!

A speedy recovery to Ruth Telford who is recuperating from a recent operation.

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### EIGHTH FLOOR

#### Telephones

Mrs. Mollie Hill (Provision Order Board) left the Store January 4, and was presented with a necklace and ear-rings from the girls on the order board. Mr. H. McIntyre did the honours for the staff. Mollie was with the Telephone staff for four years and will be remembered by many for her years on the Grill Room staff before joining the Telephones.

Welcome to Mrs. Ethna Taylor who has joined the staff of the Drug Order Board.

Good luck from us all to Heather Hurry who has left the Switchboard staff to take up other work.

#### City Ads

Congratulations to Bill Bannatyne (Art Section) who reached the twos in the Free Press event of the recent Winnipeg bonspiel. Bill lost out to Welch.

Congratulations also to Paul Herriot who presented a diamond to the girl of his choice, Frances Anderson, before Christmas.

Patty Gladstone, whose marriage took place February 23, was guest of honour at a shower held by the girls on the staff at the home of Ruth Murphy. Joan Sherman, besides presenting a steam and electric iron, dreamed up some of her Good Deed stunts for the edification of the girls. A letter from Patty, thanking the staff for the gift, says that she will invite us all up to her new home to sample her home-made cakes and cookies, but on second thoughts, as we are her friends, she will probably buy them from the Grill Room!

### Heard On the Avenue

A heated argument was going on among four unmarried women copywriters as to who was the most suitable person to tackle "Baby Day" copy. It was unanimously decided that the correct person for the job was Ed Vopni, who has three of the little darlings.



# The Mail Bag



## SECOND FLOOR

*M.O. Packing—By G. Burton and C. Ridgedale*

Our good wishes to Irene Nolin who was married February 22 at Holy Trinity Church. Before leaving, she received a mirror from the girls. A shower was held at the home of Miss R. Gabroot where the girls of the department presented the bride-to-be with a table lamp and linen. Lots of luck, Irene and Joe.

The lucky girls who are flashing new diamonds in our department are Winnie Broostad, Olga Stebnicki, Teenie Hutnick, Joan Gosselin, Elgin Burzan, Marge Daniels and Bella Nash. Best wishes, girls.

Welcome back, Stella Kruchak, after your recent operation.

Sorry to report that Arnold Blaney and Arbid Wonneck are in hospital. Hope to see you both soon.

Our deepest sympathy goes to Mel Egan and Ann Kaye in the loss of their mothers, also to Bill Hand in the loss of his wife.

Our good wishes to Dorothy Klatt who was married to Albert Ritz on February 9, at Morden, Manitoba. Before leaving she was presented with a rug as a gift from the department and the girls gave her a bedthrow and an electric kettle. Dorothy was guest of honour at a miscellaneous shower at the home of Mrs. Con Anderson on January 29.

Congratulations to Mike Hykawy who was married February 2. He was presented with a tri-light as a departmental gift.

Before leaving the department, Jean Kruk was presented with a pendant and ear-rings by the girls on the staff.

Welcome back, Jimmy Barber, following your lengthy illness.

Congratulations to Mr. and Mrs. Frank Crosley on the birth of a daughter, Lesley Lynn, January 7. Hope pop Crosley won't be singing "I'm Walking the Floor Over You."

\* \* \*

## THIRD FLOOR

*M.O. Budget Plan—By F. Holdsworth*

We have had a busy month saying "Good-bye and good luck" to three members of the staff. We were sorry to lose Monty Reid to Department 274 but we all wish him success in his new position. A presentation of some golfing equipment was made to Monty on January 30 by the staff.

Vivian Walker was guest of honour at a shower at the home of Bernice Lear, January 30. On February 9 she was presented with a wool bedthrow. We would like to extend our best wishes to Vivian on her marriage to W. Rempel which will take place at Grant Memorial Church on March 12.

Another member of our staff said good-bye February 16. Doreen Lockhart, bride-elect of March 12, was presented with a satin comforter by the office staff, and in the afternoon the girls attended a linen shower at the home of Vi Black for Doreen. She will be returning to Rocanville, Sask., to make her new home. We will miss her and our wishes for her happiness go with her.

Irene White has been in the hospital for several days. Hope you are better soon, Irene.

\* \* \*

## FOURTH FLOOR

*M.O. Women's Shoes—By L. Shadbolt*

Rose Catanzaro left February 2 to become the bride of Harold Pedersen of Sidney, B.C. Rose received an automatic iron from the staff as well as many individual gifts. The girls held a kitchen shower for her at the home of Nora Gilbert.

Irene Russell surprised the department when she walked in on January 25 with a diamond. The lucky man is "Red" Victor Sliva from the M.O. Receiving Room.

\* \* \*

## FIFTH FLOOR

*M.O. Draperies*

The staff held a shower at Moore's, February 13, in honour of Miss D. Kuzyk, bride-elect of March 1. She was presented with two bedthrows in mauve and green and an electric egg cooker. The lucky man is B. Kizuk.

*M.O. Radios—By Mina Doolan*

Two recent engagements to report: Gordon Hamilton to Bea Winters, a native of Prince Albert and now with the M.O. Correspondence; and Anne "Barney" Barnicki to Metro Kinaschuk, whose home town is Arran, Sask. Our heartiest congratulations to these two young couples.

We are glad to have Gordy Hamilton back on the job again after a month's absence in hospital. Another member of the staff who is hospitalized is Irene Lamprecht. We hope she will be back with us soon.

Our deepest sympathy is extended to Mr. Alex Maltman on the recent loss of his father.



## Mail Packing Staff at Walter Kenchington's Party

A surprise party was held January 18, at the home of Walter Kenchington's daughter in honour of Walter's retirement, January 19, after 36 years with the Company. The Order Office and Bulk Packing presented him with a Normandy chime clock, while

Mrs. Kenchington received a lovely corsage. Good luck, Walter, and many happy days ahead is the wish of all of us.

### SIXTH FLOOR

*M.O. Jewellery Repairs—By M. Hoover*

The staff gathered on the morning of January 19 to bid "au revoir" to Jack Scott who decided to call it a day after 33 years' continuous service with the Company. In charge of the repair material and mail order estimates for many years, this loyal Eatonian will be particularly missed for his conscientious work and congenial personality. In the absence of our supervisor, Mr. A. Cranston, the presentation of a Pakaway gladstone bag was made by Mr. O. Olafson, assistant, who, in a pleasant little speech, thanked Mr. Scott for his long service and expressed the sincere wish of all for a long and happy retirement.

The boys of the staff and friends held an enjoyable stag party on the evening of the 19th at the home of Mr. H. Wiseman, where Jack was given a matching piece of luggage.

*M.O. Dress Goods—By M. Middleton*

The wedding of Providence La Monica to Sam Battaglia took place February 14 at Pembina Lodge. Before she left, Provie was presented with a mantel radio by Mr. I. Kilpatrick, assistant, on behalf of the staff, who said we were going to miss her as she was a very versatile and conscientious member of our staff, and wished her all the best in her married life.

Provie asks Contacts to express her appreciation and delight over a shower held for her at the home of Mrs. Margaret Hanks, assisted by Min Stacey and Edith Chapman, when she was presented with a chenille bedspread.

We reluctantly said good-bye to Berle Veale who left our department to join the teaching staff of the Arthur Murray Studios. Her parting gift was a mantel radio. Our best wishes for success and happiness in your new career.

We send greetings to Margaret Martin and Pat Tugby who are ill, and wish them a speedy recovery.

Our congratulations to Bill Walsh who skipped the Fort Rouge rink to victory in the Manitoba final of the British Consols. We hope their rink will do a repeat performance in the Dominion championships. Bill is a brother of Ronnie Walsh, popular member of the Eaton Women's Curling Club.

*M.O. Men's Clothing*

*By W. Johnston and Flo Paget*

Congratulations to the "Twenty-Niners" bowling team who won the first and second series in Division 6. They are now out to win the third series. This team is so hot that they are already

deciding where they should place the trophy for the championship of the Eaton Bowling League. So clear the way, here come the "Twenty-Niners."

There was rejoicing in the Chettle household on January 16 over the arrival of a daughter.

\* \* \*

### SEVENTH FLOOR

*M.O. Lingerie—By Bea Nash*

We extend our sincere sympathy to Tinnie Gilker in the recent loss of her mother.

*Garment Factory—By A. Kirkby*

We are pleased to report that Julie Sabblut is getting along nicely after her recent operation.

At this time we extend heartfelt sympathy to Minnie Ott in the loss of her father.

Sorry to report that Margaret Derksen and Grace Gardiner are away ill. Hurry up and get well, girls.

Good wishes to Jean Trudell who is wearing a lovely new diamond on the all-important finger.

\* \* \*

### EIGHTH FLOOR

*M.O. Salesroom, Files and Correspondence*

*By G. Brounlee and L. Lauch*

Yvonne Sims left to become the bride of Mike Hykawy on February 2, 1952, at St. Matthew's Church. She was presented with linen from the department. Good luck to you both.

Phyllis Wood was married February 23 at First Presbyterian Church to Donald MacLeod. Phyllis received a toaster from the department, and a shower was held in her honour at the Homestead where she received an electric kettle.

Congratulations to Kay Miller who won Photo Nite.

Sorry to report these girls on the sick list: Bev Mayo, Marg Sitarz, Audrey Ripley and Joe Ness. We hope you are all feeling better and will be back with us soon.

*M.O. Complaints—By J. Baynes*

Once again "The Fixers" figure in the bowling news. Four of the team, Mr. Latimer, "Jumbo" Westman, Marge Rogan and Audrey Patrick, have been chosen to play in the Eaton Life Assurance competition. Nice going, folks, and the best of luck to you.

Gordon McCann decided Valentine Day was a good day to put that all-important question to Frieda Biffen and a lovely diamond is now sparkling on Frieda's left hand. Congratulations and lots of luck to you both.



*M.O. Correspondence—By June deGagne*

It is certainly nice to have you back, Georgie Fontaine, but the next time you decide to collect souvenirs, let it be something a little more interesting than chicken pox. As you know, we are interested in your health and welfare, so keep up the good work, you are looking wonderful.

Tuck away those gowns and shoes, girls, but not too far away. Remember, it is still Leap Year.

*M.O. Exchanges—By M. Davies*

This month brought two lovely diamonds: Marian Selin became engaged to George Koch on January 26, and Gladys Torgerson to Gordon McDonell on February 9. Our best wishes to all of you.

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**NINTH FLOOR***M.O. Gloves and Hosiery—By May Scott*

At this time we should like to extend our very best wishes for continuing good health to Mr. Wells who retired on January 19, and to Mary Wylie, who retired on February 16. Gifts of a wallet and electric razor went to Mr. Wells and a radio and brooch to Miss Wylie. A dinner was held February 18 at the Homestead in their honour.

Glad to report that Mrs. Fleming is out of the hospital and coming along nicely.

*M.O. Notions**By Howard Fotheringham and Hilda Girdlestone*

We are glad to hear that Marguerite Partridge, who has been ill for the last two months, has finally been released from the hospital and is convalescing at the home of a friend. Our very best wishes go out to you, Marguerite, for a speedy recovery. We hope to see you back with us soon.

Diamonds are sparkling on the third finger, left hand, of Ella Kenning and Lucy Cormier. Ella's future husband came all the way from Montreal to do the honours. Lucy's fiancé is a Winnipegger.

*M.O. Men's Furnishings—By D. Dee*

The department held a pleasant afternoon at the Saratoga Bowling Alleys on February 9 where the annual tournament took place. Refreshments were served afterwards at the Blackstone where prizes to the winning team, captained by Nellie Freeman, were presented by Frank Thompson. We were pleased to have Mr. J. Orr join us.

Our best wishes go to Carol Maruda who was married to Ed Popp. Mr. G. Firth, assistant, presented Carol with a table lamp on behalf of the management and staff.

Our best wishes also to Pat Hubley who came to work recently wearing a lovely diamond presented by Jack Hicks.

**ELEVATOR UPS AND DOWNS***By Agnes Reese*

We are glad to see Mr. Bowman back at work again.

A speedy recovery to Allan Gage who recently underwent an appendectomy.

The sympathies of the department are extended to Birdie Woulfe in the loss of an uncle.

We hope Pauline Hart will soon be feeling better. Darlene (nee Spackman) Cullens is acting in Pauline's absence.

**ALEXANDER AVENUE WAREHOUSE***By N. Lemecha*

Our deepest sympathy goes to Mrs. Ruth Ross in the loss of her mother at Vancouver, also to Mr. Fred Johnson in the loss of his mother at Regina.

We are glad to see Alf Cortens back, he has been on the sick list for quite a while.

\* \* \*

**PRINTING PLANT PATTEN***By M. Torrance*

Mr. A. Joss was honoured at a presentation on January 18, the occasion of his retirement from the Company. Mr. J. Hughes, supervisor, congratulated Andy on his many years of loyal and efficient service, with a wish for health and happiness in the years to come.

Our best wishes to Mr. L. Sturgeon, who is still on the sick list.

**SATURDAY NIGHT SOCIAL****Curlers of Receiving Room Play Fire Inspectors**

Spark-plugged by Hammy Hogg, curling enthusiasts of the Receiving Room and Fire Inspectors' staffs held a highly enjoyable social evening at the Eaton Curling Rink on Saturday, January 19. The ice was in razor keen condition and the boys whooped it up and down the five sheets, having the time of their lives. Meanwhile, wives and sweethearts watched every play from the fan gallery and cheered their gladiators on.

Brooms and rocks tucked away, prizes were presented by genial M.C. Tommy Giles, head of department. The winning rink was skipped by Hugh Campbell with team mates Tom Giles, Sam Hives and Reg Hart. After refreshments were served a song-fest followed. Led by the sweet lyric tenors of Alex Patterson and Charlie Buchanan, it was singing to remember! Yes, sir! You can't beat the Irish for sweet harmony when it comes to the old songs. A vote of thanks went to Hammy Hogg and his committee for a grand evening.

**GOLF—In the Year 1771**

In the fields called the Links, the citizens of Edinburgh divert themselves at a game called Golf, in which they use a curious kind of bat tipped with horn, and small elastic balls of leather, stuffed with feathers, rather less than tennis balls, but of a much harder consistence. This they strike with such force and dexterity from one hole to another that they will fly to an incredible distance. Of this diversion the Scotch are so fond that, when the weather will permit, you may see a multitude of all ranks, from the senior of justice to the lowest tradesman, mingled together in their shirts following the balls with utmost eagerness. Amongst others, I was shown one particular set of golfers, the youngest of whom was turned fourscore. They were all gentlemen of independent fortunes, who had amused themselves with this pastime for the best part of a century without ever having felt the least alarm from sickness or disgust; and they never went to bed without having each the best part of a gallon of claret in his belly.

—From "Humphrey Clinker" by Smollett.



## Thanks for the Happy Memories!

The Time Has Come For This Pilot to Hand Over the Helm of  
Contacts and Seek the Quiet Port of Retirement

It is not easy to say good-bye. What scribe could mingle with and write about the varied activities of Eaton employees without being enriched by the priceless gift of friendship?

We Winnipeg Eatonians are a closely united family of about 8,000 Canadians. We work together, play together and oftener than not, we marry within our own ranks.

In our relations with each other and the management, there is a loyalty and affection that, considering our numbers, is unique—perhaps unparalleled. And the longer we are Eatonians the more we realize how deeply our Company is imbued with a personal concern for the welfare of its staff.

Where, for example, will you find a better organization of recreational activities—bowling, curling, golf, softball, skiing, hockey, fishing, riding, badminton, bridge—all under the beneficent wing of a great institution.

We like to think, too, of the legion of friends who have passed through the portals of the Quarter-Century Club, with its handsome gifts, extra holidays and all the brightness that Big Day brings to the spirit! How eagerly we all look forward to this highlight in our service! And did you know that this remarkable club now numbers, in the west alone, some 900 members? . . .

Before signing "30," our warmest thanks go out to all who have helped in the publication of Contacts over the years. A special salute to the Eaton Printing staff. With their grand co-operation we have "put to bed" some 450 issues. Despite those printers' headaches of delayed deadlines, resets and last-minute changes, they have stood solidly behind us, sparing no effort to bring the edition out on time.

Nor do we forget the splendid support of our photographers. How drab your publication would be without their contribution!

Our grateful thanks also to that cheerful gang, the Receiving Room boys who deliver Contacts—always ready and willing to "go the extra mile" no matter how busy.

Finally, a hearty "thank you" to Contacts' reporters, and also the secretaries of the various sports groups for their assistance in gathering the news; to our most efficient telephone operators, floormen, doormen and all whose help has been so freely given.

And so this writer relinquishes the editorial "we" and leaves Contacts in the capable, experienced hands of Nancy Kenny.

Au revoir, friends, and thanks for the hundreds of happy memories! I leave with a sense of still belonging.

Let's see now, what did I do with that fishing tackle? . . .

*Bill Hurlburt*

### TWO BILLS WITH BUT A SINGLE THOUGHT

The Eaton Retired Men's Curling Club meets each Tuesday in the Eaton Curling Club on Mayfair Avenue. On the coldest day of this winter, Bill King (retired, Furniture) was waiting on the corner of Guay Avenue, St. Vital, for a street car to take him to one of the meetings. Bill takes the street car when his own car is in the repair shop, which is most of the time.

A passing automobile stopped and the driver offered Bill a lift. Gladly availing himself of the welcome opportunity, Mr. King brightly talked about the weather. Then, getting more confidential, he told the driver he was on his way to the Eaton Retired Men's Curling Club. The driver suggested that the attendance might be slim because of the intense cold. Mr. King agreed and then told the driver all about the club's activities—the games, the cards, the curling, etc. He also said that one

of their members (a man named Gould) sometimes provided some moving picture shows. The driver made suitable brief replies and, when Mayfair Avenue was reached, was about to turn down towards the rink when Mr. King said: "No, don't go out of your way for me."

Whereupon the driver said: "It's not out of my way. Who do you think you are riding with?" The nut of the story is that the driver was Bill Gould, "retired photographic," and although Billy King has known Bill Gould intimately for 40 years, he did not recognize him, because friend Gould had an old ski cap pulled down over his ears, was not wearing his usual glasses and was wrapped in a parka instead of the usual overcoat. Billy King says he thought the voice seemed familiar.

Can it be that some of these retired boys are slipping?

## In Memoriam

### MR. THOMAS WARD

We regret to have to report the sudden passing of Thomas Ward of the C.O.D. Cashiers, on February 8. Thomas joined the Company nearly 38 years ago. He was in charge of returned C.O.D.'s and his friendly personality made him popular with the drivers, nearly all of whom he knew by name, and with the management of the Merchandise Departments with whom most of his dealings were.

Following the funeral, Mrs. Ward was taken ill and passed away on February 13.

Our deepest sympathy is offered to Mr. and Mrs. James Ward, brother and sister of the Thomas Wards, and to the other members of both families.



### MR. ED VANDERBUSCH

After a short illness, Ed Vanderbusch, employed in the Furniture Stock Room, passed away January 26.

Mr. Vanderbusch was a Belgian by birth and had been with the Company for eight years. He was a conscientious, kindly worker and will be missed by his associates in the Warehouse. Members of the Warehouse staff acted as pall bearers.

Our sympathy is offered to his widow who survives him.

### MR. WILLIAM MALTMAN

A former member of Department 132, William Maltman passed away on February 12 at the age of 80. He had been employed in the Tailor Shop looking after Store uniforms until his retirement in 1945. He was with the Company for 29 years.

Mr. Maltman leaves his widow, Mary; three sons, Alex, with Radios (WR); James, with the Engineers, and Haig of the Toy Department. He also leaves two daughters, Mrs. Tedford, with the Men's Shoes, and Mrs. W. J. Winters. Our sincere sympathy is extended to them.



**We extend our sincere sympathy to those members of the staff who have recently suffered bereavements:**

#### In the Loss of a Father

MISS M. NORMAN (Gloves and Hosiery)  
MR. T. GOLDEN (Furniture)  
MISS M. BENNETT (Inspectors)  
MISS K. RYBACK (Grill Room Products)  
MISS MARY OTT (Books)  
MISS MINNIE OTT (Shirt Factory)  
MRS. M. TEDFORD (Men's Shoes)  
MR. H. MALTMAN (Toys)  
MR. J. MALTMAN (Engineers)  
MR. A. MALTMAN (Radio W.R.)

#### In the Loss of a Brother

MR. G. BENNETT (Furniture Delivery)  
MRS. J. BEREZOWSKI (Dining Room)  
MRS. M. MURPHY (M.O. Correspondence)  
MR. R. M. CLARK (D.A.)  
MR. I. DYCK (M.O. China)  
MR. J. WARD (C.O.D. Clerical)

#### In the Loss of Her Husband

MRS. M. PETERSON (Grill Room Products)

#### In the Loss of a Daughter

MRS. E. JOHNSTON ((Fruits and Vegetables)

#### In the Loss of a Mother

MR. M. EGAN (Mail Packing)  
MISS ANNIE KAYE (Mail Packing)  
MRS. H. McMEEKIN (Paints)  
MISS T. GILKER (M.O. Lingerie)  
MR. R. DOWSETT (Carpet W.R.)  
MR. E. STRACK (Meats)  
MRS. J. GUNN (Women's Garment Alterations)  
MR. F. GIBSON, Jr. (Men's Shoes)  
MISS R. RITCHIE (General Office)  
MR. A. ORLOFF (Carpet W.R.)  
MISS G. ADAMS (General Office)  
MISS M. ADAMS (Infants' Goods)  
MRS. R. ROSS (Box Factory)  
MRS. H. COLTER (M.O. Drugs)  
MR. F. G. JOHNSON (Box Factory)  
MR. J. MORRISON (Painters)  
MR. W. MORRISON (Furniture)  
MRS. FIDLER (Printing Plant Lunch-room)

#### In the Loss of His Wife

MR. F. SALAWITZ (Engineers)  
MR. F. GIBSON (Paints)  
MR. J. McNAMARA (Printing)





*Flags at Half Mast Over Eaton's*

## **In Memoriam—George VI**

Deep toll the funeral bells,  
And the majestic thunder of the cannons' roar  
Resounds throughout the cities and the land.  
Muted the organ music, in thousands upon thousand churches, o'er  
The wide world that his kingly guidance spanned.

His earthly clay, O solemn tomb, receive;  
While we in deep and reverent sorrow, grieve.

A gracious King he was,  
And one undaunted by the drama of his reign.  
Coming to kingship when the years were hard,  
He faced his duty bravely; and when the dread arbitrament of war  
Was forced upon us, with us he stood guard.

He was among his people to the end—  
A man of courage, an inspiring friend.

And now we mourn his loss,  
Who gave to us so fully of his strength and heart;  
Who lived to lead us by his service true.  
He who, 'mid all the dangers and in the years of stern and bitter toil  
Was ever splendid in his kindly part.

A noble King, good Father, man of God—  
Lord, help us follow where his footsteps trod!

—W. E. Gray